AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

1. CONTRACT ID CODE	PAGE	OF PAGES
	1	42

2. AMENDMENT/MODIFICAITON NO.	3. EFFECTIVE DATE	4. REQUISITION/PURCHASE REQ. NO.	5. PROJECT NO. (If applicble)
04	02/20/2009		

6. ISSUED BY CODE	7. ADMINISTERED BY (If other than Item 6) CODE

8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code)

(X)	
	9A. AMENDMENT OF SOLICIATION NO. CNSHQ09R0001
X	9B. DATED (SEE ITEM 11) 12/24/2008
	10A. MODIFICATION OF CONTRACT/ORDER NO.
	10B. DATED (SEE ITEM 11)

CODE | FACILITY CODE

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

[X] The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers [ ] is extended, [X] is not extended.

Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods:

(a)By completing items 8 and 15, and returning 1 copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment your desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPIRATION DATA (If required)

13. THIS ITEM ONLY APPLIES TO MODIFICATION OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

CHECK ONE	
	A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).
	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:
	D. OTHER (Specify type of modification and authority)

E. IMPORTANT: Contractor [ ] is not, [ ] is required to sign this document and return ______ copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

CREATIVE MARKETING
NAICS: 541810

THIS AMENDMENT PROVIDES THE ANSWERS TO VENDORS QUESTIONS AND CHANGES TO SECTION L.

THE DATE PROPOSALS ARE DUE IS MARCH 9, 2009, AT 12:00PM EST.

OFFERORS ARE TO ACKNOWLEDGE AMENDMENTS 1, 2, 3, AND 4 IN THEIR PROPOSALS.

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print)		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)	
15B. CONTRACTOR/OFFEROR (Signature of person authorized to sign)	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA (Signature of Contracting Officer)	16C. DATE SIGNED

INSTRUCTIONS

Instructions for items other than those that are self-explanatory, are as follows:

(a) Item 1 (Contract ID Code). Insert the contract type identification code that appears in the title block of the contract being modified.

(b) Item 3 (Effective date).

(1) For a solicitation amendment, change order, or administrative change, the effective date shall be the issue date of the amendment, change order, or administrative change.

(2) For a supplemental agreement, the effective date shall be the date agreed to by the contracting parties.

(3) For a modification issued as an initial or confirming notice of termination for the convenience of the Government, the effective date and the modification number of the confirming notice shall be the same as the effective date and modification number of the initial notice.

(4) For a modification converting a termination for default to a termination for the convenience of the Government, the effective date shall be the same as the effective date of the termination for default.

(5) For a modification confirming the contacting officer's determination of the amount due in settlement of a contract termination, the effective date shall be the same as the effective date of the initial decision.

(c) Item 6 (Issued By). Insert the name and address of the issuing office. If applicable, insert the appropriate issuing office code in the code block.

(d) Item 8 (Name and Address of Contractor). For modifications to a contract or order, enter the contractor's name, address, and code as shown in the original contract or order, unless changed by this or a previous modification.

(e) Item 9, (Amendment of Solicitation No. - Dated), and 10, (Modification of Contract/Order No. - Dated). Check the appropriate box and in the corresponding blanks insert the number and date of the original solicitation, contract, or order.

(f) Item 12 (Accounting and Appropriation Data). When appropriate, indicate the impact of the modification on each affected accounting classification by inserting one of the following entries.

(1) Accounting classification ______________
Net increase $______________

(2) Accounting classification ______________
Net decrease $______________

NOTE: If there are changes to multiple accounting classifications that cannot be placed in block 12, insert an asterisk and the words "See continuation sheet".

(g) Item 13. Check the appropriate box to indicate the type of modification. Insert in the corresponding blank the authority under which the modification is issued. Check whether or not contractor must sign this document. (See FAR 43.103.)

(h) Item 14 (Description of Amendment/Modification).

(1) Organize amendments or modifications under the appropriate Uniform Contract Format (UCF) section headings from the applicable solicitation or contract. The UCF table of contents, however, shall not be set forth in this document

(2) Indicate the impact of the modification on the overall total contract price by inserting one of the following entries:

(i) Total contract price increased by $________

(ii) Total contract price decreased by $________

(iii) Total contract price unchanged.

(3) State reason for modification.

(4) When removing, reinstating, or adding funds, identify the contract items and accounting classifications.

(5) When the SF 30 is used to reflect a determination by the contracting officer of the amount due in settlement of a contract terminated for the convenience of the Government, the entry in Item 14 of the modification may be limited to --

(i) A reference to the letter determination; and

(ii) A statement of the net amount determined to be due in settlement of the contract.

(6) Include subject matter or short title of solicitation/contract where feasible.

(i) Item 16B. The contracting officer's signature is not required on solicitation amendments. The contracting offier's signature is normally affixed last on supplemental agreements.

THE FOLLOWING CHANGES ARE APPLICABLE TO SOLICITATION CNSHQ09R0001

NOTE: THE REVISED SECTION L IS ATTACHED WITH THE FOLLOWING CHANGES IN BOLD

SECTION L.1, CONTENT AND FORMAT OF SUBMISSION, PARAGRAPH 8
CHANGE "...DOUBLE SPACED..." TO READ "...1.5 SPACED..."

SECTION L.4 ADD FOURTH BULLET ENTITLED "CASE STUDIES (IF APPLICABLE)"

SECTION L.5, PRICE PROPOSAL (VOLUME III), PARAGRAPH 2:
THE FIRST SENTENCE IS CHANGED TO READ "THE OFFEROR SHALL PROVIDE FULLY-LOADED GOVERNMENT-SITE RATES."

SECTIONS L.14 AND L.15 ARE ADDED

THE REVISED ATTACHMENT 4 IS ATTACHED.

THE REVISED ATTACHMENT 5 IS ATTACHED.

SECTION L - INSTRUCTIONS, CONDITIONS AND NOTICES TO OFFERORS

L.1 CONTENT AND FORMAT OF SUBMISSION

(1) A proposal submitted in response to this solicitation must consist of three (3) Volumes.
-Volume I shall contain the Introduction of Company, Past Performance, and Personnel.
-Volume II shall contain the Technical Proposal. These sections must not contain any contract price or cost information which shall be submitted in a separate volume.
-Volume III shall contain the Price Proposal.
(2) The content of proposal volumes must be internally consistent with the organizational structure described herein. Those not adhering to this structure may be considered unacceptable.

(3) Offerors must submit the following number of copies:

-One (1) original and six (6) paper copies of the written Introduction of Company, Past Performance, and Personnel.
-One (1) original and six (6) paper copies of the written Technical Proposal.
-One (1) original and six (6) paper copies of the Price Proposal.
-One (1) original and six (6) paper copies of the Sample Task.

In addition, one formatted CD containing all quotation materials must be delivered to the Corporation in their native electronic format. All files shall be compatible with Microsoft office product(s).

(4) An offeror's Technical Proposal will be evaluated in accordance with those factors set forth in Section M.

(5) Electronically submitted (email) or FAXed proposals will not be accepted.

(6) Any data previously submitted in response to another solicitation will be assumed unavailable to the Contracting Officer; and this data must not be incorporated into the technical proposal by reference.

(7) Clarity and completeness of the proposal are of the utmost importance. The proposal must be written in a practical, clear and concise manner. It must use quantitative terms whenever possible and must avoid qualitative adjectives to the maximum extent possible.

(8) Proposals must be legible, **1.5 spaced** (personnel resumes may be single spaced), typewritten (on one side only), in a type size not smaller than 10 point pitch with a one-inch margin on all sides, on paper not larger than eight and a

half by eleven inches and not exceeding the page limits established in this solicitation.

L.2 PAGE RESTRICTIONS

The body of the Contractor Technical Proposal is not to exceed 20 pages. The page count will not include: responses to sample task orders, resumes, cover pages, table of contents, glossary of terms, and past performance documentation. **The body of each of the responses to sample task orders shall not exceed ten pages**. All pricing information shall be included in the Price Proposal only.

L.3 INTRODUCTION OF COMPANY, PAST PERFORMANCE, & PERSONNEL (VOLUME I)

- Introductory letter on company history and related experience in this area of expertise.
- Professional qualifications of the organization and references from other organizations for which the Contractor has performed similar work. Refer to Attachment 4 for Past-Performance Questionnaire. This form must be sent to three references. The references must return the completed forms to Marilyne Brooks, mbrooks@cns.gov or to CNCS, 1201 New York Ave, Washington D.C. 20525, Attn: Marilyne Brooks, by the RFP close date. References that are not submitted by this time may disqualify the proposal.
- Referenced projects completed should be similar to the work to be performed under this RFP.
- Key Staff identification and resumes. Contractor is expected to make the proposed staff identified as "Key Staff" available as needed for the life of the project. The Contractor is required to identify resources to the project who are employees of the prime Contractor or employed for a sub-contractor with a signed teaming relationship in effect at the time of proposal.

L.4 TECHNICAL PROPOSAL (VOLUME II)

- Detailed description of the contractor's experience in meeting the requirements outlined in Section C.
- A Separate technical proposal for the sample task order identified in the Sample Task Attachments. This shall include:
    - Approach - Detailed description of the contractor's experience, including timeframes and benchmarks, of how the Contractor intends to approach all aspects of the sample task.
    - Delivery Schedule - A high-level delivery schedule, including all aspects outlined in the Approach section.
    - Key Personnel outlined for the sample task
    - **Case Studies (if applicable)**

L.5 PRICE PROPOSAL (VOLUME III)

The majority of the SOO elements are services. Offerors shall propose labor categories and a description of the labor categories. These labor categories shall be defined in terms of level of education, number of years of general work experience, number of years of technical or functional experience specific to the tasks to be performed. The labor categories shall also specify the level of expertise to be expected, where the levels are "entry-level", "fully-trained", "seasoned professional", "manager/mentor" and "nationally-recognized expert". This expertise applies to the skill set in which a person would be applied (i.e. we do not expect anyone to be a seasoned professional in all aspects of all elements of a given category in the statement of work). The offeror shall propose labor categories, a description of the labor category, the labor rates, and the proposed rate applying all offered and applicable discounts. Rates shall be provided for the initial contract year and each of the four option years.

The offeror shall provide fully-loaded government-site rates. Attachment 5 is a spreadsheet with labor categories listed which may be used in the task orders. This is not a complete listing and additional categories may be added when needed via contract modification. The spreadsheet is to assist the government in defining specific skill sets and categories the contractor will be using during this requirement.

The offeror shall also demonstrate how these rates compare to the rates currently offered to other government agencies.

A separate price proposal spreadsheet for the sample task outlined in Section L is provided (Attachment 1-3). Both of the spreadsheets are the only form that should be used to submit proposed rates to be evaluated and used under this contract. These forms should stay in an excel format and may not be altered to any other format.

L.7 52.217-5 EVALUATION OF OPTIONS. (JUL 1990)

Except when it is determined in accordance with FAR 17.206(b) not to be in the Government's best interests, the Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement (base period of performance). Evaluation of options will not obligate the Government to exercise the option(s).

L.8 52.233.2 SERVICE OF PROTEST (SEPT 2006)

(a) Protests, as defined in section 31.101 of the Federal Acquisition Regulation, that are filed directly with an agency, and copies of any protests that are filed with the Government Accountability Office (GAO), shall be served on the Contracting Officer (addressed as follows) by obtaining written and dated acknowledgment of receipt from:

Roderick Gaither
Corporation for National & Community Service
1201 New York Ave NW (8th Floor)
Washington, DC 20525

(b) The copy of any protest shall be received in the office designated above within one day of filing a protest with the GAO.

L.9 QUESTIONS PERTAINING TO SOLICITATION

(1) All questions shall be addressed to the Contract Specialist at the following email address:

Marilyne Brooks, Contract Specialist
opsmail@cns.gov

Please send all questions via email. Questions will not be taken or answered over the phone or by fax. Please include the Request for Proposal Number in the subject line. Once questions are compiled they will be answered by an issued amendment to the solicitation.

(2) Questions will be permitted from December 19, 2008 through January 7, 2009. Questions submitted after January 7, 2009, 12:00pm EST may not be answered.

(3) Answers to questions of a substantive nature will be provided by January 14, 2009, via a modification to this solicitation posted on www.fedbizopps.gov

L.10 SUBMISSION OF PROPOSED SUBCONTRACTING PLAN

This subcontracting requirement applies only to large businesses. In accordance with the clause of this solicitation entitled, "Small, Veteran-owned Small Business (including Service Disabled Veteran-Owned Small Business), Hubzone Small Business, Small Disadvantaged, and Women Owned Small Business Subcontracting Plan, Section I.1 (FAR 52.219-9) the Offerors shall submit their proposed subcontracting plan with their proposal. In addition, the clause requires the submission of Standard Form (SF) 294, "Subcontracting Report for Individual

Contract," and or (SF) 295, Summary Subcontract Report, in accordance with the instructions contained on these forms.

Subcontracting Plans will be negotiated and made a part of the resultant contract. The Government's subcontracting goal is 24%. The Offeror will include in this Section the Small, Veteran Owned Small Business, Hubzone Small Business, Small Disadvantaged, HUBZone and Women Owned Small Business.

a. In establishing goals for small and small disadvantaged business, the total goal (both small and small disadvantaged) proposal shall reflect maximum practical opportunities as well as a clear understanding of the work to be accomplished and the suitability of the proposal goal structure to meet mission objectives. The goals must recognize the distinct differences in professional skills and the complexity of varied disciplines as well as job difficulty.

b. In developing the subcontracting plan, emphasis should be placed on the extent of small and small disadvantaged business participation. Proposals must offer, as a minimum, goal levels of 24% of all work to be subcontracted to small businesses.

   The contractor must identify which small business categories will be utilized within their subcontracting plan and include percentages that will be utilized to accomplish the small business goals of 24%.

   1) Small Business – _______%
   2) Small Disadvantaged Business – _______%
   3) 8(a) Certified- _______%
   4) HUBZone Business – _______%
   5) Women Owned Small Business –_______%
   6) Veterans Preference – _______%

c. Offers proposing the use of small and small disadvantaged businesses must also commit to using the proposed contractor for a period of 12 months following contract award, without substitution or replacement of any key personnel employed by that contractor. Any substitutions in the subcontractors will be contingent upon the approval of the Contracting Officer.

L.11 CONTENT AND FORMAT OF SUBMISSION

This solicitation incorporates one or more solicitation provisions by reference, with the same force and effect as if they were given in full text. Upon request, the

Contracting Officer will make their full text available. The offeror is cautioned that the listed provisions may include blocks that must be completed by the offeror and submitted with its quotation or offer. In lieu of submitting the full text of those provisions, the offeror may identify the provision by paragraph identifier and provide the appropriate information with its quotation or offer. Also, the full text of a solicitation provision may be accessed electronically at this/these address(es):

http://www.arnet. gov/far/

L.12. COMMITMENT OF GOVERNMENT TO PAY COST INCURRED IN SUBMISSION OF PROPOSAL

This solicitation does not commit the Government to pay any cost incurred in the submission of the offer/quotation or in making necessary studies of designs for the preparation thereof, nor to contract for services or supplies. Further, no cost may be incurred in anticipation of a contract with the exception that any such costs incurred at the offeror's risk may later be charged to any contract to the extent that they would have been allowable if incurred after the date of the contract and to the extent authorized by the Contracting Officer.

L.13 PROPOSAL ACCURACY

Proposals must set forth full accurate and complete information as required by the request for proposal (including attachments). The penalty for making false statements in proposals is prescribed in 18 U.S.C. 1001.

L.14. ISSUING OFFICE

This RFP is issued by the Office of Procurement Services for the Corporation for National and Community Service, (CNCS) which is the only point of contact for this procurement.

Proposals must be submitted to the following address:

Corporation for National and Community Service
Office of Procurement
Attn: Marilyne A. Brooks, 8403-A
1201 New York Ave., NW
Washington, DC 20525
mbrooks@cns.gov

All proposals MUST be labeled as follows:

Mailroom: DO NOT OPEN (RFP CNSHQ09R0002)
Deliver Directly to 8403-A

Proposals which are hand-carried should be delivered DIRECTLY to 8100.

L.15. RECEIPT OF PROPOSALS AND LATE SUBMISSIONS

Proposals, including modifications, received at the issuing office after the closing date and time specified on the cover page of this solicitation will be considered as late submissions and will be handled accordingly.

As used in the referenced FAR provision entitled "Late Submissions, Modifications, and Withdrawals of Proposals", the term "mail" does not include materials sent by means of express delivery services other than the U.S. Postal Service Express Mail Next Day Service-Post Office to Addressee. Proposals submitted by means of express delivery services other than the U.S. Postal Service Express Mail Next Day Service-Post Office to Addressee will be considered the same as hand-carried submissions.

CREATIVE MARKETING
QUESTIONS AND ANSWERS TO
SOLICITATION CNSHQ09R0001

Q.1 Which parts of the project and what percentage of time do you anticipate will be required onsite in Washington, D.C.?

A.1 IT IS ANTICIPATED THAT WORK WILL NOT BE PERFORMED AT THE GOVERNMENT SITE. ONLY A WEEKLY CHECK IN MEETING IS NECESSARY. SOME PROJECTS MAY REQUIRE ADDITIONAL ONSITE MEETINGS.

Q.2 Is it a disadvantage in your view to engage with an agency that is based in New York and not in Washington?

A.2 THE CORPORATION IS SEEKING AN AGENCY THAT CAN BEST MEET THE CRITERIA LISTED IN THE SOLICITATION. FOR MORE INFORMATION SEE ANSWER TO QUESTION 1.

Q.3 Are you currently engaged with another firm on the services listed in this RFP and, if so, who is that firm?

A.3 THE INCUMBENT AGENCY IS HILL AND KNOWLTON, INC.

Q.4 What % of work do you anticipate is broadcast vs. print communication vs. web and online?

A. 4 WE LOOK TO OUR CONTRACTOR TO DEVELOP STRATEGIES AND MAKE RECOMMENDATIONS AS TO THE BEST PERCENTAGE OF WORK.

Q.5 I anticipate that we may have more questions as we move forward with the execution of the proposal. If we submit questions at a future date, what is the likelihood that they will be answered?

A.5 THE CORPORATION DOES NOT FORESEE THE QUESTION PERIOD OPENING UP AGAIN.

Q.6 Can you please prioritize the key audiences you list on page 7 of the RFP?

A. 6 KEY AUDIENCES HAVE EQUAL PRIORITY.

Q.7 Do you test your communications messages? How often? Can you provide your current messaging template?

A. 7 TESTING IS AN IMPORTANT COMPONENT OF MUCH OF OUR COMMUNICATION WORK. WE CURRENTLY DO NOT USE JUST ONE MESSAGE TEMPLATE. TEMPLATES VARY BASED ON PROJECT. UPON

AWARD OF THE CONTRACT, THE CONTRACTOR WILL HAVE ACCESS TO OUR TESTING EFFORTS.

Q.8 You identify branding as a key challenge in your overall communications goals. To address that challenge, are you seeking help to create an overarching "master" brand for all programs, or are you only looking to reinforce the brands of individual programs?

A. 8 WITH THE CHANGE OF A NEW ADMINISTRATION, THERE ARE NEW OPPORTUNITIES FOR BRANDING. WE ARE LOOKING TO OUR STRATEGIC COMMUNICATIONS PARTNER TO PLAY AN IMPORTANT ROLE IN BRANDING STRATEGY. FOR ADDITIONAL INFORMATION,

Q.9 Are online outreach and Web 2.0 strategies of equal importance to traditional media strategies? Are you interested in an approach that includes modifications to the Web site interface?

A.9 THE IMPORTANTCE OF THE ONLINE OUTREACH AND WEB 2.0 STRATEGIES ARE DEPENDENT ON THE PROJECT. WE ARE INTERESTED IN ALL APPROACHES.

Q10 Was any performance assessment on the Web site ever conducted? If so, can you please provide the results?

A. 10 YES. UPON AWARD OF THE CONTRACT, THE CONTRACTOR WILL HAVE ACCESS TO THE RESULTS.

Q.11 How do you currently communicate between your grantees and state service commissions? Within the headquarters and with field employees?

A.11 COMMUNICATIONS WITH STATE COMMISSIONS OCCUR IN SEVERAL WAYS. THE CORPORATION HAS FEDERAL EMPLOYEES IN EVERY STATE OFFICE AND PROGRAM OFFICERS AT THE CORPORATION'S HEADQUARTERS WHO PLAY KEY ROLES IN FACILITATING COMMUNICATIONS BETWEEN THE CORPORATION, GRANTEES, AND STATE COMMISSIONS.

Q.12 Can you share your most successful method for recruiting volunteers?

A. 12 THERE ARE A VARIETY OF SUCCESSFUL STRATEGIES FOR RECRUITING AND MAINTAINING VOLUNTEERS. THE STRATEGIES VARY BASED ON TIMING, LOCATING, AND THE DEMOGRAPHICS OF PROSPECTIVE VOLUNTEERS.

Q.13 Do you currently have partnerships with third-party organizations that could be leveraged for this initiative? If so, who?

A. 13 YES THE CORPORATION HAS MANY PARTNERS. FOR A DETAILED LIST VISIT
HTTP://WWW.NATIONALSERVICE.GOV/ABOUT/ROLE_IMPACT/PARTNERS.ASP

Q.14 In your Online Clearinghouse, how often are materials updated and who determines when/what? How are changes publicized? Also, can you confirm that warehousing of communications materials will be handled by the Corporation?

A. 14 THE MANAGEMENT OF THE WAREHOUSE IS DONE BY THE CORPORATION.

Q.15 Page 31, L.3, Past Performance — In Volume I, we understand that we must submit three Past Performance Questionnaires, to be completed by our three references. Are we allowed to submit additional examples of our relevant experience for Volume I, beyond the three required references? If so, in what format should we include this information?

A. 15 THREE IS THE MAXIMUM PAST PERFORMANCE QUESTIONNAIRES ALLOWABLE.

Q.16 Page 31, L.4 — "Detailed description of the contractor's experience in meeting the requirements outlined in Section C." Our understanding is that you are looking for our experience as well as our process for meeting these requirements. Is there also latitude to provide creative thinking specific to the Corporation's scope of work?

A. 16 YES, WE ARE LOOKING FOR CREATIVITY AND HOPE TO SEE IT REFLECTED IN YOUR PROPOSAL.

Q.17 Page 9, Section I.B — This section notes that the Contractor shall assist with the development and implementation of "fundraising strategies." Can you provide any additional information on relevant fundraising goals, or fundraising activities already under way, that the Contractor will be expected to support?

A.17 UPON AWARD OF THE CONTRACT, THE CONTRACTOR WILL HAVE ACCESS TO RELEVANT MATERIALS.

Q. 18 Page 10, Section I.E, Online and Social Marketing Outlets — Can you please clarify what you mean by "social marketing outlets"?

A. 18 THIS REFERS TO SOCIAL MEDIA TOOLS AND WEBSITES SUCH AS FACEBOOK, MYSPACE AND TWITTER.

Q.19 Page 11, Section III, Distribution and Promotion — This section states, "As required, the contractor shall assist in developing, providing and executing a distribution and promotion plan for all approved marketing materials." Will this include existing approved materials or other materials not developed by the Contractor?

A. 19 ON OCASSION, YES.

Q.20 Sample Task: Television PSAs — Item 11 under the scope of work mentions "Scheduling and coordinating personal visits with ABC, CBS, NBC, FOX, WB and three additional cable networks." Can we assume (and budget for) Contractor staff participation in these meetings along with Corporation officials?

A. 20 YES, IF YOU FEEL IT IS NECESSARY.

Q.21 Sample Task: Television PSAs — Do you have a target demographic in mind for the PSAs?

A. 21 GENERAL AUDIENCE

Q.22 Page 37, Section M.2.4 — In what format would you like the sample video/PSA production submitted?

A.22 THE REQUEST IS FOR A COST SUBMITTION ONLY. WE DO NOT REQUIRE A SAMPLE VIDEO/PSA FOR THIS TASK.

Q.23 Is it possible for the contractor to 1) recommend changes/additions to the Corporation's Web site that would be accomplished by your staff or 2.) recommend changes/additions to the Corporation's Web site that would be accomplished by the contractor (in coordination with your Web team)?

A. 23 YES, WE WELCOME ALL RECOMMENDATIONS.

Q.24 Should the Subcontracting Plan be submitted as part of Volume III?

A. 24 NO , THE SUBCONTRACTING PLAN SHALL BE SUBMITTED IN ACCORDANCE WITH SECTION L.10 PARAGRAPH D.

Q.25 Are the hours listed in Attachment #5 to be utilized in our proposal? If so, please explain how.

A. 25 THE HOURS LISTED IN ATTACHMENT 5 ARE FOR EVALUATION PURPOSES.

Q.26 Please clarify the note on the bottom of Attachment # 4, that speaks to the use of the 50 labor category submittal for Contractor Site Rate (Base Year).

A. 26 PLEASE SEE THE REVISED ATTACHMENT #4.

Q.27 Are we restricted to the listed categories in Attachment #5 or can we propose our own labor mix?

A. 27 NO. YOU ARE NOT RESTRICTED.

Q.28 Which brand(s) are more important, the parent CNCS brand or the program brands (Senior Corp, AmeriCorp, Learn and Serve America, MLKing Day, etc.)? How do you see CNCS's role in strengthening the individual programs/brands?

A. 28 PLEASE REFER TO THE BRAND DISCUSSION AS REFERENCED IN THE RFP. ALL CORPORATION BRANDS ARE IMPORTANT. THE

CORPORATION WILL BE LOOKING FOR THE CONTRACTOR AND THE STRATEGIC COMMUNICATIONS PARTNER TO HELP DEVELOP EFFECTIVE BRAND STRATEGIES.

Q.29 Do you expect all advertising media air time and pubs to be PSAs? The RFP says on p 10, II B, "design and develop camera-ready print PSAs and advertisements ..." so will media buying be included in addition to PSAs? If so, is there any indication of what that media budget would be?

A.29 102 A VERY SMALL PORTION OF FUNDS GOES TO ADVERTISING BUYS. THE CORPORATION ASSUMES A PUBLIC SERVICE APPROACH FOR MOST OF ITS CAMPAIGNS. ADVERTISING DOES OCCUR AT A LEVEL OF ABOUT 100,000 PER YEAR WITH MOST COSTS COVERING LOCAL AD BUYS.

Q.30 What will the team structure and approval process be like on the CNCS side? Will there be a single point of contact representing CNCS and all programs/initiatives or will each program have a separate contact?

A. 30 THE COTR AND MANAGEMENT OF THE CONTRACT ARE LOCATED IN THE OFFICE OF PUBLIC AFFAIRS. INDIVIDUAL TASK MANAGERS MAY BE ASSIGNED.

Q.31 In the past, has CNCS had advertising, interactive and collateral materials prepared by agencies on a pro bono basis? Is it expected that there will be any pro bono work as part of this contract?
A. 31 SERVICES HAVE BEEN DONATED TO THE CORPORATION IN THE PAST. BUT THIS IS NOT A REQUIREMENT FOR THE CONTRACT.

Q.32 Will there be a need for legal review of developed materials? If so, is there staff within CNCS that will handle this?

A. 32 YES. CNCS GENERAL COUNSEL'S OFFICE WILL CONDUCT ANY NECESSARY REVIEWS.

Q.33 Is there an incumbent agency for this contract?

A.33 THE INCUMBENT AGENCY IS HILL AND KNOWLTON, INC.

Q.34 On page 7, are key audiences listed in order of priority?

A. 34 NO, THEY ARE NOT. THE KEY AUDIENCES HAVE EQUAL PRIORITY.

Q.35 Has the Corporation for National Service conducted audience research in the past to inform the current brand, communications strategy and/or messaging? If so, could they share?

A. 35 YES, THE CORPORATION HAS CONDUCTED RESEARCH AND UPON AWARD OF THE CONTRACT, THE AWARDEE WILL HAVE ACCESS TO ALL RESEARCH.

Q.36 What mechanisms are the Corporation currently using to track and evaluate the success of their communications programs?

A. 36 THE CORPORATION TRACKS COMMUNICATIONS EFFORTS THROUGH A VARIETY OF MEANS INCLUDING VIDEO AND CLIPPING SERVICES, WEB ANALYTICS, AND CALL MONITORING.

Q.37 Are Corporation's online and digital activities (Web site, social marketing, online outreach, etc) currently managed by an in-house team, external consultants, or a combination of both? If managed externally, who is the contractor?

A. 37 THE CORPORATIONS PUBLIC WEB SITES ARE MANAGED BY AN IN-HOUSE TEAM. MEMBER PORTALS APPLICATIONS ARE MANAGED BY VARIOUS CONTRACTORS.

Q.38 On page 37 under M2 Evaluation, the Corporation mentions that evaluation will be based on past performance including work samples. Should these work samples be provided as part of Volume I? If so, how many case studies should we submit?

A.38 THE WORK SAMPLES SHALL BE SUBMITTED AS PART OF VOLUME II AND THE NUMBER OF CASE STUDIES SUBMITTED ARE AT THE CONTRACTORS DISCRETION. SEE THE REVISED SECTION L.4.

Q.39 For attachment 1, television PSA, are you looking for cost estimates only or are you looking for the approach, delivery schedule, key personnel and potential themes/ideas for the PSA as well (as referenced in section L.4 on page 31)

A. 39 WE ARE LOOKING FOR COST ESTIMATES ONLY.

Q.40 In attachment 2, is the Corporation looking for cost estimates only or are you looking for the approach, delivery schedule and key personnel and (as referenced in section L.4 on page 31)? Are you looking for us to develop sample creative for the proposal?

A. 40 PLEASE SEE THE ANSWER TO QUESTION 39.

Q.41 Is there an incumbent, if so who is the incumbent?

A.41 PLEASE SEE ANSWER TO QUESTION 33.

Q.42 In regards to Attachment 5 "Labor Category Hourly Rates":
Are the hours listed for each category for evaluation purposes only? Is this the expected level of effort for each for the period of performance (to include the base and 4 option years)

A.42 THE LABOR CATEGORIES ARE FOR EVALUATION PURPOSES ONLY

Q.43 For the ODCs that are listed, do we provide rates for each ODC listed or estimated total cost?

A.43 YES, PROVIDE RATES FOR EACH ODC LISTED.

Q.44 Are we restricted to those Corporation Labor Categories listed? Are we able to add additional labor categories?

A. 44 YOU ARE NOT RESTRICTED.

Q.45 Section G.4 states that approximately 5 trips per year may be required for travel, however there is no line item for this in Attachment 5. Are we not required to provide a travel cost/rate in our submission? If this is a requirement, what is the destination for travel and is there an estimated total cost expected?

A.45 OFFERORS ARE NOT REQUIRED TO PROVIDE TRAVEL COST IN THEIR SUBMISSIONS. TRAVEL WHEN REQUIRED WILL BE REIMBURSED AT COST IN ACCORDANCE WITH THE FEDERAL TRAVEL REGULATIONS.

Q.46 In regards to Attachment 3 "Sample Task Pricing": Are we restricted to those labor categories listed?

A. 46. YOU ARE NOT RESTRICTED.

Q.47 The annotation states "Discounts will not be evaluated. Pricing should be reflective of pricing utilized in the 50-labor category submittal for

Contractor Site Rate (Base Year)"- what is the "50-labor category" in reference to?

A.47 SEE REVISED ATTACHMENT 4

Q.48 Page 3 – Separate RFP: There is a reference of a separate RFP for strategic communications services. Is it desired that one agency handle both or are you planning to have two contractors?

A.48 TWO SEPARATE COMPANIES COULD GET THE AWARD OR ONE COMPANY COULD GET BOTH.

Q.49 When will the RFP for strategic planning be released?

A.49 THE RFP FOR STRATEGIC COMMUNICATIONS WAS RELEASED ON 12/02/2008.

Q.50 Page 10D – Marketing Research: When interviewing internal staff or U.S. citizens, what is the internal approval process before going forward with the actual research?

A. 50 THE CONTRACTOR AND THE OFFICE OF PUBLIC AFFAIRS WILL WORK CLOSELY WITH THE OFFICE OF RESEARCH, PLANNING AND DEVELOPMENT TO ANSWER THESE QUESTIONS. ANSWERS WILL BE DETERMINED ON CASE BY CASE BASIS.

Q. 51 Attachment 7 – Production Team Roles & Responsibilities: The information listed is an example of how this form is to be filled out rather than what should be in it. Correct?

A. 51 YES

Q.52 For attachment # 5, what do the pre-populated hours represent? Are these the hours you estimate will be needed for each title to execute the work required in the RFP? Are these to be used as a multiplier against the rates we will list for each position to develop the total for Section B?

A. 52 NO, THESE HOURS ARE FOR EVALUATION PURPOSES.

Q.53 In L.5 it states in the first paragraph, "Offerors shall propose labor categories and a description of the labor categories." However, attachment 7 provides labor categories and a description of the labor categories. Are you expecting that bidders will modify attachment 7 to reflect their labor categories or are all bidders being asked to conform to the categories and descriptions in attachment 7?

A. 53 THESE LABOR CATEGORIES AND DESCRIPTIONS ARE FOR EVALUATION PURPOSES ONLY AND CONTRACTORS ARE ALLOWED TO REFLECT THEIR LABOR CATEGORIES.

Q.54 To specify the level of expertise to be expected for each labor category, do you expect bidders to add a column to attachment 7 for that purpose?

A.54 FOR ALL LABOR CATEGORIES THAT DIFFER FROM ATTACHMENT 7 A DESCRIPTION SHOULD BE GIVEN.

Q. 55 In section L.5, Price Proposal (Volume III), last paragraph it states "both of the spreadsheets are the only form that should be used to submit proposed rates to be evaluated and used under this contract." To clarify, are "both spreadsheets" referring to attachment 4 and attachment 5?

A.55 YES

Q. 56 We are a small firm (under $5 million), but are planning to use subcontractors Must we fill out the SF 294 or 295?

A. 56 NO

Q. 57 If we are using subcontractors, does each subcontractor have to provide the same introduction of company, past performance and personnel information as the lead contractor?

A. 57 NO

Q. 58 Do you anticipate having multiple awardees under this IDIQ contract?

A.58 NO

Q.59 Can same firm be awarded both the "creative and marketing" and "strategic communications" contracts?

A.59 YES

Q.60 Is there an incumbent?

A 60. PLEASE SEE THE ANSWER TO QUESTION 33.

Q.61 Is there any current research on levels of awareness and understanding of the Corporation for National Service and its programs among target audiences, and, if so, can this research be shared with us?

A. 61 PLEASE SEE THE ANSWER TO QUESTION 17.

Q.62 Does the Corporation have an OMB research package in place? If so, does it include both qualitative and quantitative studies?

A. 62 THERE ARE CLEARANCE PACKAGES IN PLACE. UPON AWARD OF THE CONTRACT, THE CONTRACTOR WILL HAVE ACCESS TO THIS INFORMATION.

Q.63 Is the list of key audiences in priority order?

A. 63 PLEASE SEE THE ANSWER TO QUESTION 34.

Q.64 Does the Corporation have current brand guidelines, and, if so, can you provide us with them?

A. 64 YES. PLEASE SEE NATIONALSERVICE.GOV FOR THE GRAPHIC STANDARDS GUIDE. OTHER BRAND GUIDELINES WILL BE SHARED UPON AWARD OF THE CONTRACT.

Q.65 Does the Corporation have current guidelines for cause-related marketing and corporate partnerships, and, if so, can you provide us with them?

A. 65 YES, THE CORPORATION DOES HAVE GUIDELINES AND WILL SHARE THEM UPON AWARD OF THE CONTRACT.

Q.66 Are there any current PSAs (broadcast or print) that are not available on Corporation Web sites, and, if so, can you provide us with them?

A.66 THERE ARE A FEW PSAS THAT ARE CURRENTLY UNDER DEVELOPMENT THAT ARE NOT READY TO BE SHARED.

Q.67 Section C, under “Key Marketing Challenges” (page 8), states that "The Corporation must do a better job communicating with its network and engaging it in media and outreach strategies that not only raise awareness of local projects and organizations but also the resources that the Corporation and its programs bring to bear in local communities." How does the Corporation currently evaluate its efforts to communicate with its network? Does the Corporation have set goals for improving communications and, if so, can you provide us with them?

A. 67 SEE THE ANSWER TO QUESTION 17.

Q.68 In section F.3, it says "a portion of the work to be performed under this contract will be performed at the Corporation's headquarters in

Washington, D.C.". Will this require staff persons working on-site at the Corporation for a significant proportion of their time? If so, can you please provide an estimate of how many people would be needed on site at specific staffing levels, and the percentage of their time (weekly or monthly) that would be spent at Corporation headquarters?

A.68 SEE THE ANSWER TO QUESTION 1.

Q.69 Section L.1 requires that quotation materials are to be delivered on CD in their "native electronic format" and that files be compatible with Microsoft Office formats. Should electronic copies of sample materials be included on this CD? If sample materials are included, can samples which are not compatible with Microsoft Office (such as creative samples) be submitted as PDF documents?

A. 69 SAMPLES DO NOT NEED TO BE COMPATIBLE WITH MICROSOFT OFFICE. WE WOULD PERFER TO SEE THEM AS PDFS.

Q.70 In Volume I, are there are any page limits on the introductory letter, professional qualifications or key staff overview (excluding references and résumés)?

A.70 THERE ARE NO PAGE LIMITATIONS IN VOLUME 1

Q.71 Section L.5 requires only contractor site rates. However, if significant contractor presence is allowed on-site at Corporation headquarters, should we also provide government site rates in the spreadsheet in Attachment #5?

A.71 AT THIS TIME THE CORPORATION DOES NOT ANTICIPATE CONTRACTOR PRESENCE ON SITE EXCEPT FOR WEEKLY MEETINGS.

Q.72 Can you please provide more information to explain the "tradeoff methodology" referred to in Section M.1?

A. 72 PLEASE SEE FEDERAL ACQUISITION REGULATION (FAR) PART 15.1

Q.73 Regarding the evaluation criteria identified in Section M.2 – are they weighted in any particular way?

A. 73 PLEASE SEE SECTION M.2 SENTENCE 2.

Q.74 In Section M.2, criteria #6 indicates that sample materials should be provided. Where should these sample be included in our proposal submission (Volume I or II), and do these samples count against referenced page limits?

A.74 SEE SECTION L.4; BULLET 2. THESE SAMPLES DO NOT COUNT AGAINST PAGE LIMITS.

Q.75 Sample Task Assignment #1 includes significant tasks in the scope of work that a prime contractor would usually outsource to a vendor or subcontract on a firm fixed price basis and treat as an ODC. In preparing the cost estimate for this task, should these ODCs be included?

A. 75 YES

Q.76 Section L.10 requires large businesses to submit a Small Business Subcontracting plan as part of their proposal. Is this plan excluded from the overall page limitation? Additionally, in which volume should this plan be included?

A. 76 SEE ANSWERER TO QUESTION 24.

Q.77 Section L.1.8 mandates a type size not smaller than 10 point. Does this 10 point pitch restriction apply to font contained in graphics? In addition, does this font restriction apply to past work sample materials submitted as requested in M.2.4?

A.77 NO

Q.78 Are past work samples (as requested in M.2.4) excluded from the overall page count, and should they be included in Volume 1?

A.78 PLEASE SEE ANSWER TO QUESTION 38.

Q.79 In presenting past performance information and project work experience, are offerors limited to only presenting work for the 3 references (as required by L.3)?

A.79 YES

Q.80 Are past performance references restricted to work conducted within a certain timeframe? For example, work of similar size, scope and magnitude performed within the last 5 years.

A.80 WITHIN THE LAST THREE YEARS.

Q.81 Section M.2.6 indicates offerors will be evaluated on oral presentation of their technical proposal. This is the only reference in the RFP to oral presentations being conducted. Will oral presentations be held following the close of the submission date? If so, what are the format requirements, timeline and evaluation criteria for oral presentations (preparation of materials, video and audio materials used, allotted time for presentations, place of presentation, etc.)?

A.81 THE TIME AND DATE OF ORAL PRESENTATIONS WILL BE DETERMINED AT A LATER DATE AND THE INSTRUCTIONS WILL BE GIVEN AT THAT TIME.

Q.82 Section L.4 requests a separate technical proposal for the sample task order identified in the sample task attachments. Must offerors respond to all sample task orders (Sample 1, Sample 2, and Sample 3) or do offerors have the option to respond to only one sample task order?

A. 83 OFFERORS MUST RESPOND TO ALL THREE SAMPLE TASKS

Q.83 Section I.4 requests a separate technical proposal for the sample task order. Should offerors include the separate task order or orders as part of Volume 2: Technical Proposal or separate from this volume? Additionally, in which volume should the cost data for the sample task orders be included?

A.83 YES OFFERORS SHOULD INCLUDE THE SAMPLE TASK TECHNICAL PROPOSALS AS PART OF VOLUME II. COST DATA FOR SAMPLE TASK ORDERS SHOULD BE INCLUDED IN VOLUME II ALSO.

Q.84 Section L.1, Content and Format of Submission, states that a CD must be provided with the hard-copy proposal submission and files must be in their native electronic format and compatible with Microsoft Office products. Does this requirement apply to previous work samples which have been requested in M.2.4?

A. 84 NO, IT DOES NOT APPLY.

Q.85 Section L.1, Content and Format of Submission, sets the requirement that paper must not be larger than 8X11 inches. Does this requirement apply to previous work samples which are requested in M.2.4?

A. 85 NO

Q.86 Clause H.5, Continuity of Services. We are requesting that CNCS consider a variation of this clause, specifically section (c) which requires the incumbent contractor to surrender as many personnel as practicable to remain on the job to help a successor contractor. It is not clear who makes the determination of "as many as practicable." The clause further requires the outgoing contractor to provide personnel records of its employees to its successor/competitor. These records include compensation and benefit data that may be considered proprietary to some public relations/public affairs firms and would be detrimental to their competitive standing in the marketplace as well as in their recruitment of professional staff. Section (c) also states that the Contractor shall allow the successor to conduct on-site interviews with employees and shall release them to the successor if the employees agree. This could lead to the hiring away of employees and could significantly impact the Contractor's ability to continue to operate. We believe this clause will inhibit meaningful competition for the Government in this procurement. We note that this FAR clause 52.237-3 is not mandatory, but rather -- according to FAR 37.110(c) -- it may be used at the contracting officer's option when the services are vital to an agency and the Government anticipates transition difficulties; the FAR provides examples that are vital services delivered in remote locations or when special personnel security clearances are required, neither of which example appears to pertain to this project. While we are sympathetic to the Government's concern for smooth transition to a successor contractor, we suggest that the CNCS consider substituting an agency clause, rather than the FAR clause, that would require an outgoing contractor to provide to a successor contractor the services of its personnel on a subcontract basis, at the last contract period's rates, for some fixed period of time.

A.86 the government has determined that to maintain continuity to the maximum extent possible during a contract to contract transition period, it is in it's best interest to retain Clause H.5 in the RFP and subsequent contract award. Clause H.5 is non-negotiable. The government considers the services described in the RFP as vital services since they are in support of other mission critical programs.

Q.87 How should we submit video and web samples of our work?

A. 87 PLEASE SUBMIT AS VIDEO ON DVD AND SCREEN SHOTS OR LINKS TO WEB WORK.

Q.88 Is there a length limit for Volume III?

A.88 **NO, THERE IS NO PAGE LIMIT FOR VOLUME III**

Q.89 L.10.c. indicates that offerors must commit to use proposed contractors (presumably subcontractors?) for a period of 12 months. Must specific subcontractors be identified in the proposal, or may offerors make a statement in their proposals that the various subcontractors engaged will be retained for a period of 12 months?

A.89 A STATEMENT IN YOUR PROPOSAL WILL SUFFICE.

Q.90 Attachment 5 requires offerors to enter pricing for labor categories for the base contract period and all option years and lists hours for each category. Please clarify if offerors are to enter onto this table the burdened hourly rates for each labor category for each year – or are they to enter the extended price (hourly rate times number of hours shown on the table in the second column)? And are the hours listed in Attachment 5 reflective of what the Corporation feels is necessary to complete the work?

A. 90 YES OFFERORS ARE TO ENTER ONTO THIS TABLE THE BURDENED HOURLY RATES FOR EACH LABOR CATEGORY FOR EACH YEAR. THE HOURS LISTED ARE FOR EVALUATION PURPOSES ONLY.

Q.91 L.10 Submission of Proposed Subcontracting Plan requires large business offerors to comply with FAR Clause 52.219-9 and submit SF294 and SF295; however, the FAR has since removed these forms. Please clarify.

A. 91 IN ACCORDANCE WITH FAR 52.219-9 LARGE BUSINESSES SHALL REGISTER AND FOLLOW INSTRUCTIONS AT WWW.ESRS.GOV.

Q.92 In Attachment 5 – an excel spreadsheet – the Corporation lists the hours per labor category. Is the number of hours and labor categories in Attachment 5 definitive in number or can bidders suggest other mixes of hours and categories?

A. 92 BIDDERS CAN SUGGEST OTHER COMBINATIONS OF HOURS AND CATEGORIES.

Q.93 When completing attachments 4 and 5, should the contractor change the labor categories to meet those of their own company? L.5

asks for the offerors to propose labor categories but also reads that attachment 5 contains labor categories that may be used. Please clarify.

A. 93 DEVIATION FROM ATTACHMENT 4 IS NOT ALLOWED; DEVIATIONS FROM ATTACHMENT 5 ARE AT THE OFFEROR'S DISCRETION.

Q.94 Is the purpose of attachment 7 so that the offeror can compare their own labor categories to those of the Corporation?

A.94 YES, SEE ANSWERERS TO QUESTIONS 51 AND 54.

Q.95 The first page for the file labeled "Attachment 6" reads "Attachment 4: Past/Present Performance Questionnaire December 24, 2008" however, there is no questionnaire provided. Is this an oversight or how are contractors expected to respond to this attachment?

A.95 PLEASE REVISIT FEDBIZOPPS FOR SUBJECT SOLICITATION AND DOWNLOAD THE ATTACHMENT ENTITLED "PAST/PRESENT QUESTIONNAIRE.

Q.96 In reference to this current solicitation for Creative Marketing Services (Solicitation number: CNSHQ09R0001) and the other open solicitation for Strategic Communications (Solicitation number:

CNSHQ09R0002), can one offeror be awarded both contracts if both of their submitted proposals are evaluated to be technically superior and of the best value to the government when compared to other offerors?

A.96 YES

Q.97 Is it acceptable to pass through as other direct costs (ODCs) the costs of work performed by sister companies and/or wholly-owned subsidiaries?

A.97 YES

Q.98 Is there an incumbent for this contract? If so, is the CNCS relatively pleased with the current contractor?

A.98 PLEASE SEE ANSWER TO QUESTION 33.

Q.99 Is it possible for the same contractor to be awarded this contract as well as the Strategic Communications Services contract (CNSHQ09R0002)?

A.99 YES, THE SAME FIRM CAN BE AWARDED BOTH CONTRACTS.

Q.100 How do you envision the contractor for this solicitation working with the contractor for the Strategic Communications Services contract?

A. 100 IN GENERAL, THE CORPORATION WOULD LIKE TO SEE THE STRATEGIC COMMUNICATIONS VENDOR DEVELOPING STRATEGY AND THE CREATIVE MARKETING SERVICES EXECUTING IT. THE OFFICE OF PUBLIC AFFAIRS WILL BE MANAGING BOTH CONTRACTS AND MAKING ALL FINAL DECISIONS ON STRATEGY AND PROJECT EXECUTION.

Q.101 In section L.3, the RFP states that Volume I shall include "references from other organizations for which the Contractor has performed similar work." It then says to refer to Attachment 6 – Past Performance Questionnaire, which instructs references to send the forms directly to Marilyne Brooks. Please clarify what should be included in the offeror's response. Should it be a list of references the forms were sent to? Should it be paragraph descriptions of the work done for the references the forms were sent to?

A.101 **YES, THERE SHOULD BE A LIST OF THE INDIVIDUALS THE FORMS WERE SENT TO. THE QUESTIONNAIRE HAS A NARRATIVE SUMMARY**

Q.102 Can the contractor use same references for RFP# CNSHQ09R0001-01 and RFP# CNSHQ09R0002?

A.102 YES, IF THE WORK IS SIMILAR IN NATURE TO THE SPECIFICS OF EACH RFP.

Q.103 What are you using now to reach key audiences outlined in the RFP?

A. 103 THE CORPORATION USES A VARIETY OF MEANS TO REACH KEY AUDIENCES INCLUDING EARNED MEDIA, SOCIAL MEDIA, PSAS,

ONLINE MARKETING, TOOLKITS, AND MORE. PLEASE VISIT WWW.NATIONALSERVICE.GOV TO SEE EXAMPLES.

Q.104 Can we see examples of the communications tools and training currently being used for grantees?

A. 104 PLEASE SEE WWW.NATIONALSERVICE.GOV FOR EXAMPLES.

Q.105 Do you expect resumes for our entire proposed team or just the Project Director and key staff? If the answer is the latter, how do you define "key staff"?

A.105 WE'D LIKE TO SEE RESUMES FOR THE ENTIRE PROPOSED TEAM.

Q.106 For the work samples referenced in Section M.2 #4, do you expect 11 copies?

Q.106 YES

Q.107 How should work samples be presented/included in the response?

A. 107 WE ARE OPEN TO WHAT EVER FORMAT WORKS BEST FOR THE OFFEROR.

Q.108 Should Sample Task responses be included in Volume II or as a separate document?

A.108 SAMPLE TASKS SHOULD BE INCLUDED IN VOLUME II AND AS A SEPARATE DOCUMENT.

Q.109 Would you like to see examples of materials (brochures, PSAs, etc.) produced for other clients included in the RFP response?

A.109 YES

Q.110 Approximately how many PSAs for TV, Web and radio do you expect to be produced each year? In Attachment #1 CNSHQ09R0001 it indicates five different times for PSAs, but is the contractor expected to complete more than one PSA option for each time allotment? Will PSAs need to be developed for each program and/or special initiative under The Corporation for National and Community Service?

A. 110 THERE CAN BE MULTIPLE PSA CAMPAIGNS CREATED SIMUTANEOUSLY.

Q.111 For Contract Year One will the contractor produce new PSAs or only package and distribute the current PSAs?

A.111 THIS ANSWER DEPENDS ON AVAILABLE FUNDING AND OTHER VARIABLES.

Q.112 On page 31, Section L.4., you mention a "separate technical proposal for the sample task order identified in the Sample Task Attachments." But aren't there three sample task orders? (PSA distribution, a brochure, and an ad campaign?) Can you please clarify which sample task order you are referring to in this section – or whether this is a typographical error and you want a separate technical proposal for each sample task order?

A.112 SEE THE REVISED SECTION L.4, BULLET TWO

Q.113 We are concerned about the page limits you list regarding the Technical Proposal, as 20 pages double-spaced is really the equivalent of only a 10-page proposal. We are concerned that we will not be able to provide all of the information you require in this limited space. Would you consider changing the limit to 20 pages single-spaced?

A.113 TECHNICAL PROPOSALS SHALL REMAIN 20 PAGES, HOWEVER 1.5 SPACED PRINT WILL BE ALLOWED. (SEE THE REVISED SECTION L.1)

Q.114 To what address should the responses to the RFP be submitted? Are there any special instructions for hand delivery?

A.114 SEE THE REVISED SECTION L.I PARAGRAPH 5

Q.115 With your desire for integrated marketing communication solutions, why is this being contracted separately from the strategic communication and media work?

A. 115 THE GOVERNMENT'S OBJECTIVE IS TO MAINTAIN TWO SEPARATE REQUIREMENTS IN ORDER TO OBTAIN THE BEST VALUE REGARDING SPECIALTY AND CAPACITY OF KNOWLEDGE.

Q.116 Who is currently performing this work?

A. 116 PLEASE SEE ANSWER TO QUESTION 33.

Q.117 Are you unhappy with the current vendor or otherwise actively seeking change, or is this a standard contract re-bid?

A.117 THIS IS A STANDARD CONTRACT RE-BID.

Q.118 regarding online and social media services, would the contractor be responsible for actual site development-‹creating all design elements, programming, managing new technologies, hosting, etc.-‹or would the focus be on identifying strategies and tools to be implemented by Corporation staff or dedicated web contractors now managing your site?

A. 118 EITHER SCENARIO IS POSSIBLE.

Q.119 The sample tasks seem to ask for a cost estimate (specifically, a budget rather than a project approach) for PSA distribution, a cost estimate (budget rather than project approach or sample brochure) for brochure development, and a full sample plan with cost estimate for the Bringing K-12 Students into Service Campaign. Please confirm or clarify the assignments on each of these tasks.

A. 119 WE ARE LOOKING FOR COST ESTIMATES ONLY FOR THE PSA DISTRIBUTION AND BROCHURE DEVELOPMENT. WE ARE LOOKING FOR A FULL PLAN WITH PROJECT APPROACH AND CREATIVE FOR THE BRINGING K-12 STUDENTS INTO SERVICE CAMPAIGN.

Q.120 Is there an incumbent for this scope of work? If so, would CNCS please identify the firm?

A. 120 PLEASE SEE THE ANSWER TO QUESTION 33.

Q.121 Given that the tasks of this procurement overlap with the tasks in CNSHQ090002, please provide some additional information to explain the different expectations of the two successful bidders. Additionally, would CNCS also please explain why there are two separate procurements instead of one?

A.121 THE CORPORATION WANTS TO ENSURE THAT BOTH VENDORS POSSESS ADEQUATE RESOURCES TO HANDLE THE WORK LOAD AND THAT BOTH VENDORS HAVE THE PROPER EXPERTISE TO ADDRESS THE CORPORATION'S NEEDS. IN GENERAL, THE

CORPORATION WOULD LIKE TO SEE THE STRATEGIC COMMUNICATIONS VENDOR DEVELOP STRATEGY AND THE CREATIVE MARKETING SERVICES VENDOR EXECUTE IT. THE CORPORATION DETERMINED THAT IT IS IN THE BEST INTEREST OF THE GOVERNMENT TO SEPARATE THE NEEDS INTO TWO DIFFERENT REQUIREMENTS.

Q.122 Does CNCS envision a single award or multiple awards for this IQC?

A. 122 **THE GOVERNMENT ANTICIPATES A SINGLE AWARD FROM THIS SOLICITATION**

Q.123 Will CNCS consider accepting 1.5 or single spacing instead of requiring double spacing for Volume II?

A.123 SEE ANSWER TO QUESTION 113

Q.124 Please provide information regarding the oral presentation mentioned on p.36.

A.124 SEE ANSWER TO QUESTION 81

Q.125 Regarding page 8 of the RFP: How does the request for a branding strategy in RFP CNSHQ09R0002 differ from the request for brand management or development strategies requested in CNSHQ09R0001?

A. 125 PLEASE THE ANSWER TO QUESTION 100

Q.126 Regarding page 36 of the RFP: What weight will be given to each of the evaluation factors for award?

A.126 **PLEASE SEE SECTION M.2, SENTENCE 2**

Q.127 What is the delivery location for the proposal and are there any special instructions for couriers or others who plan to hand-deliver their response?

A.127 THE REVISED SECTION L.I, PARAGRAPH 5

Q.128 Please clarify the need for on site staff at government offices. Will on-site staff need to be full time and long term, part time, or short term?

A.128 PLEASE SEE ANSWER TO A. 71.

Q.129 Attachment 4, Sample Task Pricing (referred to as Attachment 1-3 in last paragraph of L.5) has two footnotes, one of which we request be clarified. The first footnote appears to indicate that if an offeror is proposing burdened hourly rates that are discounted from their standard commercial rates, such discounts would not be evaluated. Also, there is reference to 50 labor categories in this footnote; we could locate only 31 in Attachment 5; are others to be added by offerors up to 50?

A.129 PLEASE SEE THE REVISED ATTACHMENT 4

Q.130 If a subcontractor is used, should two sets of labor rates be submitted?

A.130 NO

Q.131 Can a bidder propose alternative labor categories to those provided in the solicitation and attachments as long as the proposed categories are similar in experience and education?

A.131 ALTERNATIVE LABOR CATEGORIES ARE ONLY PERMISSIBLE FOR ATTACHMENTS 5 AND 7.

Q.132 In attachments 1, 2 and 3 for the sample tasks, does CNCS want bidders to propose costs estimates only or provide information on approach, staff, deliverables etc?

A. 132 PLEASE SEE ANSWER TO QUESTION 119.

Q.133 Attachments 1, 2, and 3: The sample tasks ask to include "costs" to conduct tasks. Should cost information be included in Volume III or in the task response?

A.133 SAMPLE TASKS COSTS SHOULD BE INCLUDED IN THE TASK RESPONSE.

Q.134 Attachment 4, Sample Task Pricing, states that "other direct costs will not be evaluated, please do not add to your sample task pricing." Attachment 1 provides a scope of working including ODCs such as production, duplication, etc. Should pricing for the sample tasks reflect labor only or should ODCs be included? If ODCs are to be included, are we bound to using the ODCs listed in any of the pricing attachments?

A. 134 ODC'S SHOULD BE INCLUDED, BUT YOU ARE NOT BOUND TO USING THE ODCS LISTED.

Q.135 Attachment 5 provides labor categories and numbers of hours for each labor category. Must contractors develop rates for each labor category, using the exact number of hours shown next to that labor category to develop sample task prices, or is this list, including labor categories and hours, entirely illustrative? Further, do the hours pertain to a certain task, or the entire IQC?

A.135 SEE ANSWERS TO QUESTIONS 27 AND 42.

Q.136 Would CNCS please provide an explanation regarding what is meant by the reference to "50-labor category " at the bottom of attachment 4?

A.136 SEE REVISED ATTACHMENT 4

Q.137 there is a statement on page 26, Section I.5, of the RFP that funds are not presently available beyond March 6, 2009. Please clarify.

A. 137 THE CORPORATION FOR NATIONAL AND COMMUNITY SERVICE IS UNDER A CONTINUING RESOLUTION.

Q.138 The solicitation states that no overhead will be placed on authorized travel (p.18, section G.5). Seeing as this is a time and materials contract, and overhead on materials is a cost normally allowed by the Government, would CNCS consider revising such that overhead is allowable on travel?

A.138 YES THIS IS A TIME AND MATERIALS CONTRACTS HOWEVER, TRAVEL WILL BE REIMBURSED AT COSTS AND PER THE FEDERAL TRAVEL REGULATIONS which can be found on www.gsa.

Q.139 What is the assumed start-date for the IQC?

A.139 THE ASSUMED START DATE IS MAY 1, 2009.

Q.140 Section L. 10.b. of the solicitation states that "Proposals must offer, as a minimum, goals levels of 24% of all work to be subcontracted to small businesses." Does this mean that 24% of the total value of each task order should be subcontracted to small businesses, regardless of subcontracting opportunities for that particular task order, or 24% of all proposed subcontracting for a particular task order should go to small business subcontractors?

A.140 DISTRIBUTION OF THE REPRESENTATION OF THE DESIGNATIONS IS AT THE CONTRACTOR'S DISCRETION AS LONG AS THE GOAL IS ACHIEVABLE.

Q.141 Section L.10.c. of the solicitation states that "[Offerors] proposing the use of small and small disadvantaged businesses must also commit to using the proposed contractor for a period of 12 months following contract award...." Does "contract award" refer to award of an individual task order or award of the ID/IQ? What if the proposed services required of that small business subcontractor amount to less that 12 months by the very nature of the work (e.g., short-term technical assistance)? May we contract for less than 12 months?

A.141 "CONTRACT AWARD REFERS TO THE IDIQ"; SUBCONTRACTOR PERFORMANCE MAY BE LESS THAN 12 MONTHS HOWEVER SMALL BUSINESS GOALS SHOULD BE ACHIEVABLE TO THE MAXIMUM EXTENT POSSIBLE.

Q.142 How do you want the bid to be formatted? Since there are several different types of marketing types within the solicitation, we want to be sure they are consistent with your request.

A. PLEASE REFER TO SECTION L.1 FOR CONTENT AND FORMAT INSTRUCTIONS.

Q.143 Is this request being funded? It was requested during the present Presidential administration.will there be any expense/funding changes after Jan. 20?

A. 143 THE CORPORATION IS ON A CONTINUING RESOLUTION THROUGH MARCH 6, 2009.

Q.144 Our solicitation begins with Section B. Is there a Section A?

A.144 SECTION A IS THE SF1449

Q.145 NAICS code going to change or is it going to stay PR firm oriented?

A.145 THE NAICS CODE SHALL REMAIN AS 541810.

Q.146 I could not locate a date for when responses to the above referenced solicitation are due to the Corporation for National and Community Service. Is their a response date for the solicitation?

A.146 BY AMENDMENT 2 THE CLOSE DATE HAS BEEN EXTENDED TO FEBRUARY 27, 2009.

Q.147 Will this be a single award IDIQ contract, or will awards be made to multiple contractors?

A.147 THIS WILL BE A SINGLE AWARD IDIQ CONTRACT.

Q.148 Is there an incumbent contractor currently performing all or a portion of the services requested in the above referenced solicitation?

A.148 YES, THERE IS AN INCUMBENT CURRENTLY PERFORMING ALL OF THE SERVICES REQUESTED IN THE ABOVE REFERENCED SOLICITATION.

Q.149 When is the subject solicitation response due? No Form SP-1449 was included in the posted attachments.

A.149 PLEASE SEE AMENDMENT #1.

Q.150 When is the response due?

A.150 THE RESPONSE DATE IS FEBRUARY 27, 2009, 12:00PM EST.

Q.151 Is this a new program or is this solicitation the result of the end of the contract for a prior program?

A.151 THIS IS A RE-COMPETE

Q.152 I would like to know if there will be a multicultural portion to for the contracts under solicitations CNSHQ09R0001 and CNSHQ09R0002. If so, please let me know what ethnic communities would be considered and if we might have the opportunity to present further groups in which we feel might benefit from this contract.

A. 152 THERE WILL NOT BE A MULTICULTURAL PORTION TO THIS SOLICITATION.

Q.153 If this is a continuation of a past program, what was the funding level for the past program?

A.153 THIS IS NOT A CONTINUATION OF A PAST PROGRAM.

Q.154 C.2. SCOPE OF WORK Brand Development and Management, page 9: We note a very similar challenge identified in solicitation CNSHQ09R0002 on pages 7 & 8. So that our response is appropriate to the requirements of this specific RFP, can you please provide some distinction between the two RFP's on the "brand development" dimension and what would be expected as a deliverable under each in this area?

A. 154 PLEASE SEE THE ANSWER TO QUESTION 100.

Q.155 Section L.1. Content and Format of Submission. Paragraph (8), page 39: The last line of this paragraph is truncated. Please provide full instructions.

A.155 FULL INSTRUCTIONS ARE AS PROVIDED IN FEDBIZOPPS UNDER SUBJECT SOLICITATION, SECTION L.1, PARAGRAPH (8).

Q.156 Section L.3. Introduction of Company, Past Performance & Personnel, page 40: The first bullet point requests an "introductory letter." Does this need to be in letter format, or will a narrative discussion of relevant history and experience suffice? If this is to be a letter, is there a required signatory for this letter?

A.156 CONTENTS AND FORMAT OF THE INTRODUCTION LETTER IS AT THE OFFERORS DISCRETION.

Q.157 Is a biographical background acceptable as a resume for Volume I?

A. 157 NO

Q. 158 Section L.5. Price Proposal, page 41: This section refers to a "Appendix H - Sample Labor Category and Rate Instructions and Matrix." Likewise, this section also refers to Appendix H4 - the Target Project Team." We did not find these appendices in the solicitation. Can you please post them to fbo.gov?

A. 158 PLEASE SEE AMENDMENT 1 SECTION L.5.

Q.160 Section L.5. Pricing Proposal, page 41: This area refers to the contractor working on-site at the Corporation. Can you please explain the Corporation's expectations in this regard? What is the expectation for working on-site at the Corporation vs. at the contractor's location?

A. 160 PLEASE SEE ANSWER TO QUESTION 1.

Q.161 Section M.2 Technical Evaluation Factors for Award, page 45: The second paragraph refers to methods for tracking and evaluating "media placements and editorial coverage." This, in particular the editorial coverage component, would seem to be more relevant to the more public relations nature of solicitation CNSHQ09R0002. We note that this paragraph is identical to its counterpart paragraph on page 33 of solicitation

CHSHQ09R0002. Can you please clarify this? Is this the correct tracking and evaluation requirement for evaluation of responses to CNSHQ09R0001?

A. 161 EVALUATION AND SIMILAR DUTIES WILL BE DEPENDENT ON THE TASK ASSIGNED. IT IS POSSIBLE THAT ONE OR BOTH CONTRACTS WILL BE RESPONSIBLE FOR THIS WORK.

Q.162 Section M.2 Technical Evaluation Factors for Award, page 46: Point #4 suggests that "samples of print materials...and video..." will be evaluated. Section L. does request such samples as part of the submission. Can we submit creative samples for print, web, and PSA broadcast work (TV, radio)? If so, should this all be contained on a DVD? Will print samples on paper count against the page limitation?

A. 162 WE LOOK FORWARD TO SEEING CREATIVE SAMPLES IN WHATEVER FORMAT WORKS BEST FOR THE OFFEROR. IF YOU ARE PROVIDING A VIDEO, WE PREFER TO SEE IT IN DVD FORMAT. THESE SAMPLES WILL NOT COUNT AGAINST THE PAGE LIMITATION.

Q.163 Section M.2 Technical Evaluation Factors for Award, page 46: Point #5 refers to only Attachments 1 and 2. Should we assume that this was intended to refer to all three Sample Task assignments?

A.163 PLEASE REVISIT THE SOLICITATION IN FEDBIZOPPS.GOV.

Q.164 Sample Task Attachment #1: We note that this task is for Packaging, Distribution and Monitoring of existing television PSA's. It is the Corporation's intent to have the contractor create/develop/produce new television and other PSA material under this contract?

A. 164 YES

Q.165 Sample Tasks Attachments #2 & #3: In addition to providing cost estimates, does the Corporation expect to see the creative design explorations for each of these tasks? Or is the requirement for the proposal to only discuss how we would approach completion of these tasks in addition to providing cost estimates?

A. 165 PLEASE SEE ANSWER TO 119.

Q.166 I am unable to find a due date for the Creative and Marketing Services RFP. The due date is not mentioned and the question and answer period is listed as November 2008. Could you pleas advise of the correct dates?

A.166 SEE ANSWER TO QUESTION 146.

Q.167 This email is in reference to a Solicitation # CNSHQ09R0001 posted on Dec. 24, 2008. When is the due date/deadline if not passed and when to expect a final decision?

A.167 SEE ANSWERS TO QUESTIONS 139 AND 146.

Q.168 Should we include past work in Volume II with our response to Section C (I. Planning and Development, II. Production of Print, Web and Broadcast Materials, III. Distribution and Promotion)?

A.168 YES, PAST WORK MAY BE SUBMITTED IN VOLUME I.

Q.169 In what specific areas do you foresee the PR and creative firms working together and how will CNCS weigh and respond to conflicting counsel and approaches if they arise?

A. 169 PLEASE SEE ANSWER TO QUESTION 100.

Q.170 Do you require that our staff person be local to Washington D.C., or may we opt to send a Detroit-based representative to weekly meetings without passing any travel costs on to the Corporation for National and Community Service?

A. 170 THAT IS WITHIN THE CONTRACTOR'S DISCRETION.

Q.171 Is it a requirement of this RFQ that 24% of our efforts be sub-contracted to Small, Veteran-owned Small Business (including Service Disabled Veteran-owned Small Business), Hubzone Small Business, Small Disadvantaged, and Women-owned Small Businesses? Since we do not have Task Orders at this time, is this a guarantee or estimate?

A.171 THIS IS A GOAL FOR LARGE BUSINESS ONLY.

Q.172 Section L.11 discusses solicitation provisions that need to be followed and included in our quotation. Does this pertain to the FAR sections, Standard Forms, reference websites, etc... that are referenced in the RFQ, or is there more information that we need to obtain?

A.172 SECTION L IN ITS ENTIRETY HAS ALL OF THE NECESSARY PROVISIONS FOR PREPARING SOLICITATIONS.

Q.173 For the Task Order in Attachment 1, should our budget cover media placement costs?

A. 173 NO

Q.174 For the Task Order in Attachment 2, can you please determine for this exercise how many original photographs will be needed?

A. PLEASE COST OUT THE USE OF FOUR ORIGNIAL PHOTOS.

Q.175 It is our understanding that you are not asking for a cost proposal for the entire scope of work during the full contract year due to the ID/IQ structure, but specifically for the sample tasks. Please confirm.

A.175 ONLY COST PROPOSALS SHOULD BE SUBMITTED FOR SAMPLE TASK; ATTACHMENT 5 SHOULD INCLUDE LABOR CATEGORIES WITH ASSOCIATED RATES AND ODC'S THAT WILL BE USED TO SUPPORT THE IDIQ IN ITS ENTIRETY.

Q.176 Regarding F6, are you referring to DOCUMENTS only, or creative pieces as well? Creative pieces cannot be made in the these programs. Can we use standard practice programs (Adobe, Quark, film programs etc. - which are done on Mac, Avid and other non-Microsoft products) for creative deliverables?

A.176 THE GOVERNMENT IS REFERRING TO DOCUMENTS ONLY.

Q.177 What are the parameters for days that we can ask questions?

A.177 THE QUESTION PERIOD HAS EXPIRED.

Q. 178 Is the offer due date and time of 1/23/2009 12:00 AM/midnight or 12:00 PM/noon?

A.178 OFFER DUE DATE AND TIME HAS BEEN CHANGED TO 03/09/09 AT 12:00PM EST VIA AMENDMENT 2.

Q.179 Who is the incumbent contractor? Or, can you tell me the names of contractors who have performed work in the same work areas as described the RFP, even if only some (and not all) of the work areas have been performed?

A.179 **PLEASE SEE THE ANSWER TO QUESTION 33.**

Q.180 In addition to the Project Director, can we add additional key personnel to the contract?

A. 180 YES

Q.181 Can the acquisition type be changed to a small business set aside?

A.181 NO

Q.182 It appears page 39 got cut off. Could you complete the sentence in bold at the bottom of the page?

A. 182 PLEASE REVISIT THE SOLICITATION.

Q.183 Can we use CNCS as a reference for the past performance questionnaire?

A.183 YES AS LONG AS THE WORK IS RELEVANT TO THE SOLICITATION.

Q.184 We don't have an Appendix H as referenced on page 41, is there one?

A.184 PLEASE SEE AMENDMENT 1 DATED 12/29/08.

Q.185 Is there an Appendix A through G?

A.185 PLEASE SEE ANSWER TO QUESTION 184.

ATTACHMENT 4 - SAMPLE TASK PRICING

CNSHQ09R0001

THIS IS AN EXAMPLE

SAMPLE TASK #1 - Television PSAs (Packaging, Distribution, and Monitoring)

Labor Category	Number of Personnel	Number of Hours	Hourly Rate	Price
Sr. Vice President				$0.00
Vice President				$0.00
Creative Director				$0.00
Senior Account Executive				$0.00
Copy Writer				$0.00
Graphic Designer				$0.00
Account Executive				$0.00
Total	**0**	**0**		**$0.00**

SAMPLE TASK #2 - The President's Higher Education Community Service Honor Roll Brochure

Labor Category	Number of Personnel	Number of Hours	Hourly Rate	Price
Sr. Vice President				$0.00
Vice President				$0.00
Creative Director				$0.00
Senior Account Executive				$0.00
Copy Writer				$0.00
Graphic Designer				$0.00
Account Executive				$0.00
Total	**0**	**0**		**$0.00**

SAMPLE TASK #3 - Creativity for Bringing K-12 Students into Service

Labor Category	Number of Personnel	Number of Hours	Hourly Rate	Price
Sr. Vice President				$0.00
Vice President				$0.00
Creative Director				$0.00
Senior Account Executive				$0.00
Copy Writer				$0.00
Graphic Designer				$0.00
Account Executive				$0.00
Total	**0**	**0**		**$0.00**

**Discounts will not be evaluated. Pricing should be reflective of pricing utilized in the above labor categories

Other Direct Cost will not be evaluated, please do not add to your sample task pricing

Labor Category Hourly Rates

ATTACHMENT #5

Contractor Name:						
Referenced IDIQ:						
Corporation Labor Category	**Hours**	**Base Year Contractor Site**	**Option Year 1 Contractor Site**	**Option Year 2 Contractor Site**	**Option Year 3 Contractor Site**	**Option Year 4 Contractor Site**
Production/Creative Executive	48					
Writer	90					
Executive Producer	104					
Account Director	675					
Creative Director	982					
Producer	850					
Art Director	69					
Set Designer	9					
Technical Director	15					
Graphic Designer	185					
Account Manager	1235					
Project Manager	245					
Assoc. Producer	128					
Coordinator	426					
Photographer	118					
Video Director	52					
Video Editor	117					
Lighting Designer	15					
Audio Engineer	15					
Stage hand	15					
Print Production Manager	81					
Senior Vice President	228					
Vice President	615					
Senior Account Supervisor	520					
Account Supervisor	409					
Senior Account Executive	1790					
Senior Freelancer	295					
Account Executive	490					
Assistant Account Executive	420					
Freelancer	690					
Intern	153					
RFP# CNSHQ09R0001						